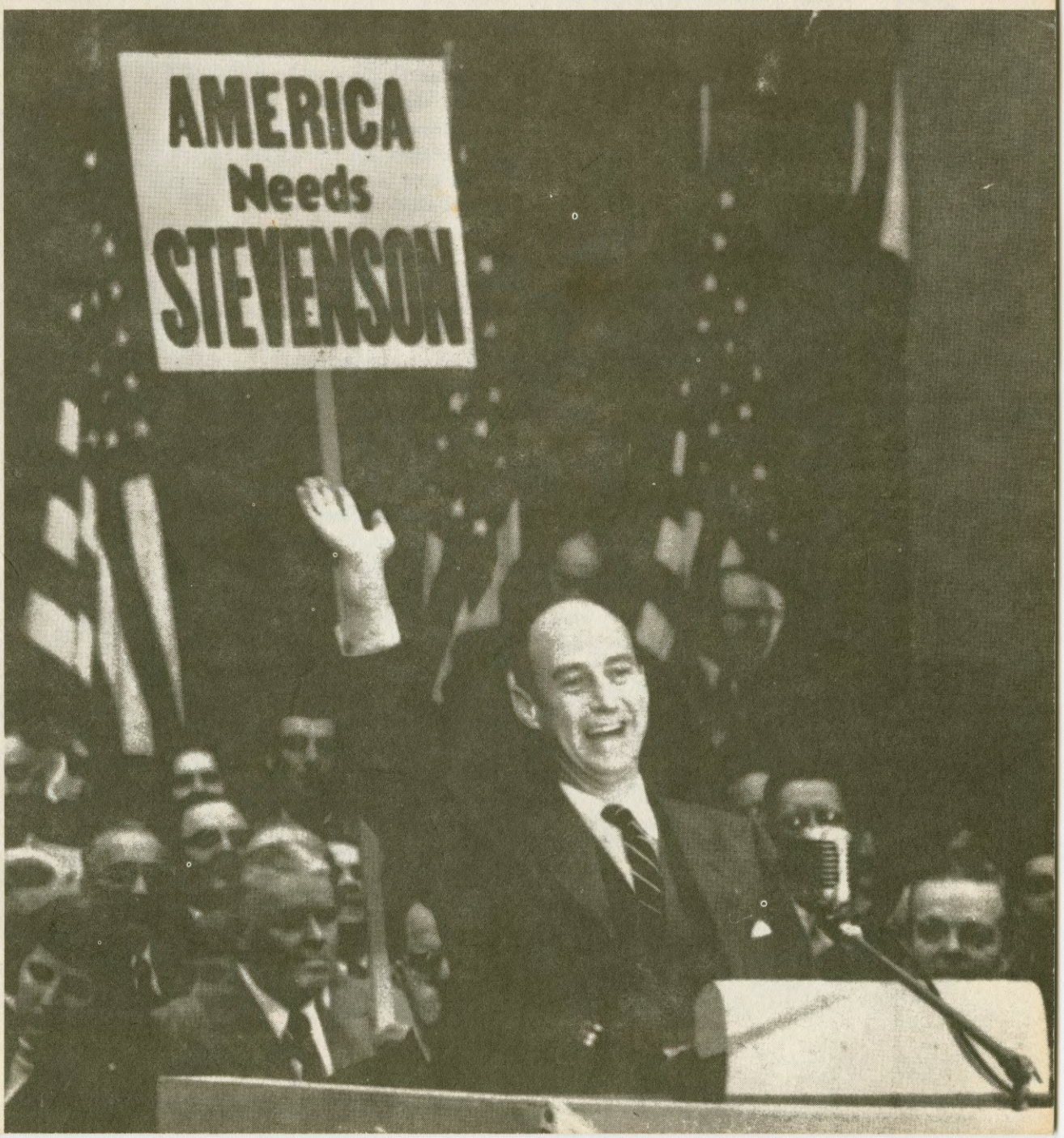
Volume VI, Number 1 Spring 1979

The Standard



FROM THE PRESIDENT

COLLECTOR BUTTONS: *"...In the Eye of the Beholder,"*

For many years now, the APIC has been waging a sincere battle against buttons and other items manufactured primarily or solely for collectors. These buttons have become almost generically known as "Bristows," named for an individual, ejected from the APIC, who was active in this area. Those of us who have served as members of the Executive Board and as officers believed that in taking this position, we have been representing the viewpoint of our membership. Lately, I'm not so sure.

In the last eighteen months, a large number of Bristow-produced and other collector buttons have been appearing in mail auctions and catalogues. The bidding activity and prices realized on literally pages of these pins suggests that a demand exists for collector buttons. This seems to be disturbing some of our members. On several occasions, collector items won in auction have been returned by the winning bidder upon discovery that the items were of dubious origin. This is one possible response against encouraging sales of collector buttons. Another possibility would be qualifying bids by stating that the bidder does not wish to bid on known "collector" items. Unfortunately, this lays a heavy burden on auctioneers who may not in every case be able to recognize these items, most of which have been accepted in good faith on consignment.

As America discovered with the 18th Amendment, which instituted national prohibition, attempts to legislate individual morality are doomed to failure. APIC cannot regulate private mail auctions, nor can we force members not to bid on certain items. While it might be effective if enough members refused to bid in those auctions that did not clearly denote collector items, such an effort would have to be an individual action by concerned collectors. My previous experiences lead me to believe that few collectors would stop bidding on whole auctions because of disagreement over an issue such as this.

As we approach another election year, the long term effects of the Federal Elections Code and its limitations on campaign spending in Presidential elections are only now being fully recognized. It appears that future elections will see an even more limited use of nationally funded campaign items. As a result, the numbers of locally funded, dated, or coattail items will increase. These are the buttons we will need to be most vigilant about, since the relative rarity of this type of item and its ease of local manufacture will materially increase the possibility of collector origin and/or manipulative hoarding.

[*Continued on Page 23*]

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AMERICAN POLITICAL ITEMS COLLECTORS

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APIC seeks to encourage and support the study and preservation of original materials issuing from and relating to political campaigns of the United States of America, and to bring its members fuller appreciation and deeper understanding of the candidates and issues that form our political heritage.

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THE APIC STANDARD

Published Quarterly

Volume VI, Number 1 Spring 1979

IN THIS ISSUE

We Must Look Forward to Great Tomorrows Page 4
Picture Yourself Page 7
The Reluctant Debutante Page 9
Rocky: A New York Institution Page 12
Rockefeller: A Personal Remembrance Page 12
Wendell Willkie Wooden Nickels Page 16

DEPARTMENTS

From the President Page 2
Classic Political Americana: Stevenson's Shoe Page 11
Q & A Page 16
The Early Item: Lithophanes Page 17
APIC's Past Page 17
APIC Club News Page 18
From Smoke-Filled Rooms ... Page 19
Collector's Corner Page 19
The Local Report Page 21
Eye on '80 Page 21

Next in
The Standard

The Summer issue of *The Standard* will feature Al Smith. An interview with Walter J. Smith, son of the 1928 Democratic Presidential candidate, will also appear. Many unlisted items from leading Smith collections will be pictured.

"WE MUST LOOK FORWARD TO GREAT TOMORROWS"

by Arthur B. Robinson

Governor Adlai Stevenson of Illinois was a shining example of what the two party system is all about. Humble in victory, gracious in defeat, the Democratic candidate for President in 1952 and 1956 epitomized the noble American politician.

Adlai Stevenson came from a long line of politically influencial and wealthy people. He once remarked, "I have a bad case of hereditary politics." His grandfather, Adlai Stevenson, was Vice President of the United States under Cleveland and candidate for that office in 1900. His father, Lewis Stevenson, held an important position in the vast Hearst Enterprises and, consequently, traveled the world over. He was constantly surrounded by people of wealth and importance. Lewis, too, would be involved in politics. In 1899 Hearst transferred Lewis Stevenson and his family to Los Angeles, California and it was there, on February 5, 1900, that Adlai Stevenson II was born.

Young Adlai grew up in Bloomington, Illinois, a Republican stronghold. Walking home from school, young Adlai would often stop off at the home of Grandfather Stevenson to listen intently to the stories the old man would tell. Stevenson, forever interested in and proud of his ancestors, cherished these stories of his family's past. Moreover, it was Grandfather Stevenson who did much to mold Adlai into the intelligent, articulate, witty person the public came to know in his two campaigns for President.

Stevenson was a fairly good student. As a teenager he also attended dancing school, writing to his sister that he was "becoming quite an artist in the manly sport." In the summer of 1916, his father introduced him to the far more manly sport of politics. Lewis Stevenson took Adlai to the Republican and Bull Moose conventions in Chicago and to the Democratic state convention, where, that year, Lewis was renominated as Secretary of State for Illinois.

In the fall of 1916, Adlai Stevenson transfered from University High in Normal, Illinois to a college preparatory school — Choate in Wallingford, Connecticut. He did fairly well there, but he did not graduate. Instead of returning for his senior year, he enlisted in the U.S. Navy as an apprentice seaman.

In September of 1918, after passing his college entrance exams, he was admitted to Princeton. His abilities as a student however never surfaced. He had a grade average of 3.45, and ranked 105th in a class of 250. Classmates have recalled that it was fashionable to get a gentleman's "third" in marks. This is exactly what Stevenson did. In June of 1922, Adlai graduated from Princeton.

In the fall of that year, upon his father's insistence, he entered Harvard Law School. During all his college days he worked diligently for various Democratic candidates. He helped, for example, to organize a Cox-Roosevelt club at Princeton in 1920. At Harvard he became friendly with Norman Davis, a prominent Democrat and financial advisor to President Wilson, and many other politically influencial people. However, Harvard was not for Stevenson and he flunked out.

After a short return to a partnership in the family newspaper business, *The Pantograph*, Adlai entered

The Life and Campaigns of Adlai Ewing Stevenson II

Northwestern University Law School. He did much better at Northwestern, received his law degree in 1926, and was soon after admitted to the Illinois Bar. He went to work as a clerk at Cutting, Moore and Sidley, one of the oldest and most conservative law firms in Chicago.

All the while Stevenson was occupied with the world of law and politics, he was also dating girls of social status. One of those young ladies was Ellen Borden. Adlai married her on December 1, 1928. During their 21 year marriage they had three children: Adlai E. Stevenson III (now a U.S. Senator), Borden Stevenson, and John Stevenson. The union ended in divorce in 1949.

Stevenson was tremendously ambitious. During those first years of marriage, he became a partner in the Cutting, Moore and Sidley law firm. He became involved in the League of Nations and was named a member of the Council of Foreign Relations. Finally, he became active in national party politics when he attended the 1932 Democratic convention as a delegate and joined F.D.R.'s campaign as Western Treasurer. In March of the following year, he and his wife attended Roosevelt's first inauguration. While in Washington, they stayed with James Douglas, former Assistant Secretary of the Treasury under President Hoover. He also had an interview with Harold Ickes of Chicago, President Roosevelt's new Secretary of the Interior. The New Deal Administration was impressed with this young Illinoisan and intended to enlist his talents.

President Roosevelt appointed him Special Counsel to the powerful Agricultural Adjustment Administration. As time went on, he would also serve on the Federal Alcohol Control Administration. But public political ambition intriqued him and so he returned to Chicago in order to keep an eye on and become involved in Illinois politics. In Chicago he once again became a partner in his old law firm, now called Sidley, Austin, Burgess and Smith.

Upon his return, he endorsed his friend Mayor Ed Kelly for re-election, and was subsequently appointed by a grateful Kelly to the Chicago Council of Foreign Affairs. The post was time-consuming, but the 1936 election was approaching and Adlai wanted exposure. On the Chicago Council Stevenson traveled the banquet circuit extensively. He also campaigned with great vigor for Roosevelt's re-election in 1936, and again, in 1940. With all the experience he enjoyed in foreign affairs, he submitted to the 1940 convention a platform plank on the subject. Following that experience, Stevenson commented to Senator Pepper of Florida, "my participation on the fringes of high political strategy was intoxicating, and if I didn't live in such a beehive of Republicans, I would be half tempted to run for county commissioner."

Stevenson stayed in the mainstream of politics through the war years. He became principal Attorney in the Office of the Navy Department and then Assistant to Navy Secretary Frank Knox. He traveled as an observer to the far flung battle fields of World War II. He did much in laying the foundation for the United Nations and was most instrumental in bringing that world body to America. Upon the cessation of hostilities, he remained active in government service, concentrating most of his time and energies on the U.N.

Meanwhile, back in Illinois, the Democratic machine was in trouble. The 1948 election was on the horizon and a "clean" candidate was badly needed. A move to draft Stevenson as a candidate for the U.S. Senate got underway. Another faction thought Stevenson would have more pulling power on the Democratic ticket if he was the gubernatorial candidate instead. Stevenson agreed. He became the Democrat's candidate for governor.

His victory in November was phenomenal. Only three other Democrats had been elected governor of Illinois since the Civil War, but his majority of over 500,000 votes was the most any candidate had ever received. His coat tails helped Harry Truman squeak through with a 33,000 vote plurality.

As Governor of Illinois, Adlai Stevenson served

Sheet Music

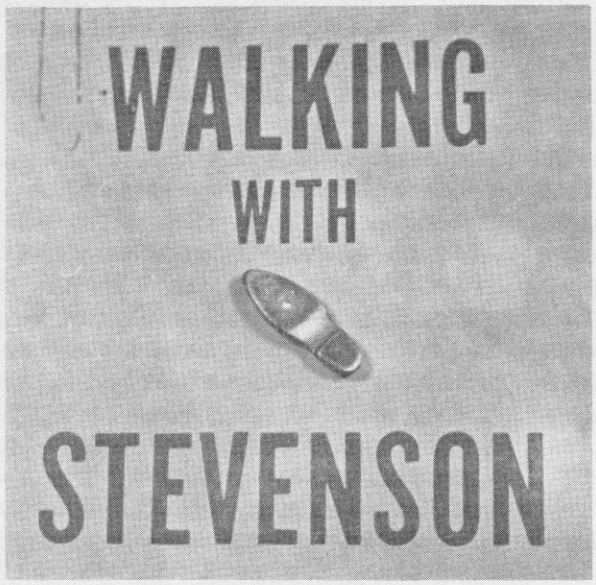
with distinction. Unlike most governors of the era, he had awesome power; he headed the State Police, had more than 30,000 jobs at his disposal, and could appoint state cabinet members and important Board and Commission members. Yet Governor Stevenson executed his powers with discretion and was able to maintain political harmony within his own party and between the Democrats and Republicans in the Springfield state house.

The 1950 midterm elections, which saw Republicans win big all over the country, forecast tumultuous times for the Democrats. By 1952, President Truman had fallen into complete disfavor with the American people. Rumors of corruption and kick backs in high government places tainted the administration. MacArthur's dismissal and the stalemate in Korea added fuel to the anti-Democratic fire. Restructuring of the Democratic Party was a necessity. When President Truman announced that he would not seek re-election, but would endorse Governor Stevenson, all eyes turned toward Illinois's favorite son. Stevenson did not particularly appreciate Truman's gesture. He was reluctant to become a candidate for President for several reasons. He did not want to run against Eisenhower, who was the likely GOP candidate. Furthermore, he said to friends, "I am not qualified to be President mentally or physically. (This statement would come back to haunt him during the campaign.) My only ambition is to seek re-election as Governor of Illinois." Stevenson would maintain this attitude right into the 1952 convention.

Meanwhile, Senator Estes Kefauver started barnstorming the country to pick up delegate strength. So did Senators Clark Kerr and Richard Russell. Averell Harriman and Alben Barkley also indicated their willingness to run. When the Democrats met in convention they were divided and the nomination was wide open.

Common courtesy dictated that the Governor of the host state give the welcoming address to the convention. When the Democrats convened in Chicago that week in July a quarter of a century ago, Governor Stevenson, in all his eloquence, delivered one of his most inspiring speeches of his career.

It lasted about 15 minutes and was interrupted 27 times with both applause and cries of "We Want Stevenson." In his speech, Stevenson, recognizing the corruption charges, said "Where we have erred, let there be no denial, and where we have wronged the public trust, let there be no excuses." In defending 20 years of Democratic rule he continued, "We glory rather in these imperishable pages of our country's chronicle. But a great record of past achievements is not good enough. We dare not look back to great yesterdays. We must look forward to great tomorrows."



Card with metallic shoe attached.

When the Governor had finished, all hell broke loose for a draft Stevenson movement. Pressure from all quarters was applied and Adlai Stevenson yielded; he would allow his name to be put in nomination. When the first roll call of states was completed, Kefauver was leading. On the second roll call, Stevenson gained 50 votes. Then Kerr dropped out. When, on the third ballot, Harriman withdrew in favor of Stevenson, along with several other candidates, the Governor of Illinois clinched the nomination.

The next morning, "America Needs Stevenson" and "Vote Gladly for Adlai" buttons appeared on the lapels of the delegates. Senator John Sparkman of Alabama, a liberal Democrat, was chosen as his running mate. Governor Stevenson campaigned vigorously and with dignity. His problems, however, were insurmountable.

Just two weeks earlier, the Republicans had nominated the nation's freshest hero, Dwight D. Eisenhower, as their standard-bearer. The Korean War continued to go badly. Charges of corruption and communists in high places, which filled the front pages of the daily press, gave the Republicans their slogan: "Time for a Change." The Democrats responded: "Change just for the sake of change, was not necessarily wise." The Republicans maintained that Stevenson was a captive candidate, picked by the party big wigs and not through popular primaries. Stevenson's stock soared when it was revealed that Republican Vice Presidential nominee Richard Nixon had accepted an $18,000 political expense fund from several California businessmen.

Nixon's famous "Checker's Speech" however seemed to satisfy both Ike and the voters and the issue died. As the campaign was drawing to a close, one night late in October, candidate Eisenhower announced on national television that he would "go to Korea," and settle once and for all the burning issue of the campaign. A week later the American people went to the polls and voted — overwhelmingly for Dwight D. Eisenhower.

Stevenson carried only nine states with a total of 89 electoral votes. In his gallant try, he had traveled 30,000 miles, visited 32 states and made 200 speeches. That was not enough though to beat Eisenhower. It was sour comfort to Stevenson to know that no one could have defeated the phenomenally popular General.

Nevertheless, 1956 found Stevenson, three years a private citizen, more eager for the Democratic nomination than he had ever been. This time he chose the primary route. Running against Estes Kefauver and, to a lesser extent, Averell Harriman, Stevenson scored well in the primaries but not well enough to discourage his competitors. Finally after stunning defeats at Stevenson's hands in Florida and California, Kefauver withdrew in the front-runner's favor.

Stevenson entered the convention in August with 404 1/2 of the 686 1/2 votes needed for nomination committed to him. With over 200 uncommitted Kefauver delegates on the floor, Stevenson was confident. Desegregation, introduced into the political scene by the Supreme Court in 1954, proved to be the monkey-wrench in Democratic Party politics. The South would not stand for a pro-integration plank. Stevenson had come out for just such a thing, even in the face of warnings from prominent Southerners. Truman's support for Harriman also presented a stumbling block to the Stevenson campaign.

But when the votes were counted, Stevenson won overwhelmingly on the first ballot. To counter Nixon's hammerlock on the Republican Vice Presidential nomination Stevenson opened the choice of the Democrat's second man to the convention. On the second ballot they nominated Stevenson's primary foe, Estes Kefauver.

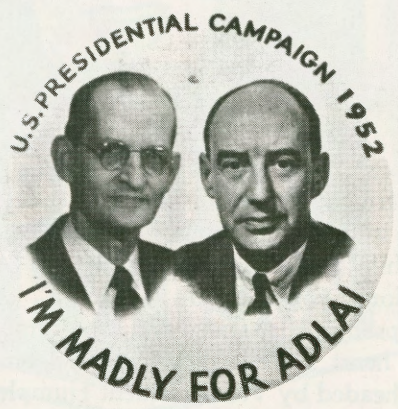
In this campaign, instead of having to defend the Democratic record, Stevenson could attack the incumbents. Eisenhower's undistinguished record and his recent severe illnesses made him unfit for a second term. Nixon's "heart-beat away" status was also held up to frighten wayward Democrats and fringe Republicans into the Stevenson camp. A ban on Nuclear testing was advocated by Stevenson in the middle of the campaign, but conflicts in Hungary and on the Suez made people wary of talking peace with the Russians.

A contented America went to the polls and re-elected Eisenhower by an even more decisive majority than 1952. Stevenson captured only 8 states with a total electoral vote of 74, compared to Eisenhower's awesome 457. But like 1952, Stevenson took the defeat with great dignity and the public respected him for it.

In 1960 President-elect John F. Kennedy appointed Stevenson chief U.S. Ambassador to the United

PICTURE YOURSELF

Walking down the street one bright October day in 1952, you notice a man wearing an attractive pin with a picture of Adlai E. Stevenson, the Democratic Presidential candidate. Suddenly you notice that the other picture on the button is a picture of the man wearing it. Further on you come upon an attractive young woman wearing a similar button with a picture of Dwight Eisenhower and herself. Were these people running for office on the coattails of the party tickets?



The buttons pictured here are not Presidential-local

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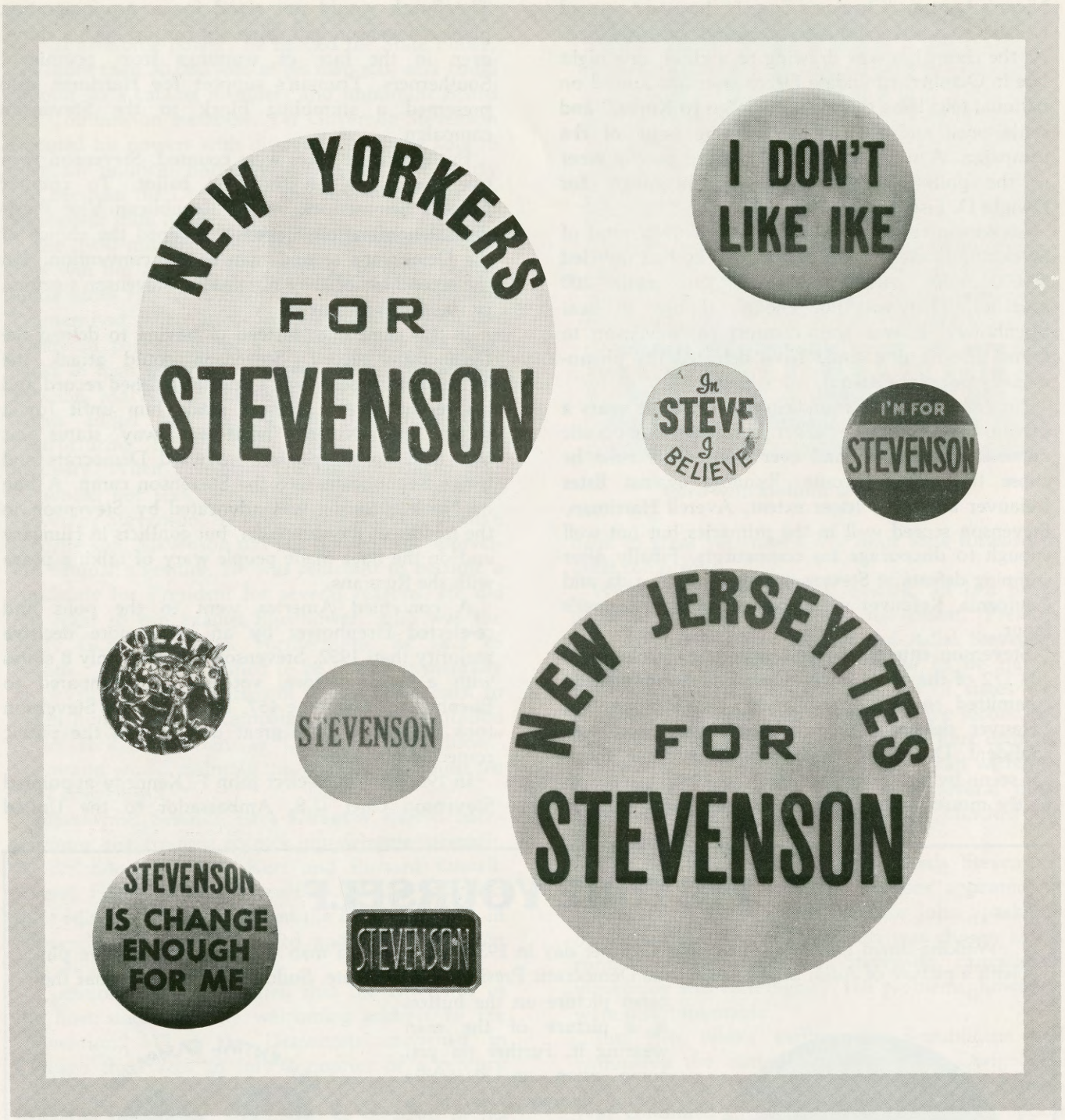


Nations. His triumphs and tragedies there belong to the strident Cold War era and no longer loom so large in the American political spectrum.

While performing his duties as Ambassador in London, England, on July 14, 1965 Stevenson collapsed on the street and died almost immediately of a heart attack. President Johnson sent a delegation headed by Vice President Humphrey to England to bring back Stevenson's body. A State funeral service was held in the National Cathedral in Washington. Later, he was flown to Springfield, Illinois where his body lay in state on the same walnut table that Abraham Lincoln had lain a century before. Governor Stevenson (the title he liked best) was buried in Bloomington, Illinois as nearly sixty thousand stood witness. On the hillside of the Evergreen Memorial Cemetery is a plain marker, shaped a little like the United Nations building, bearing the simple inscription: "Adlai Ewing Stevenson 1900-1965."

"THE RELUCTANT DEBUTANTE" ... and other stories

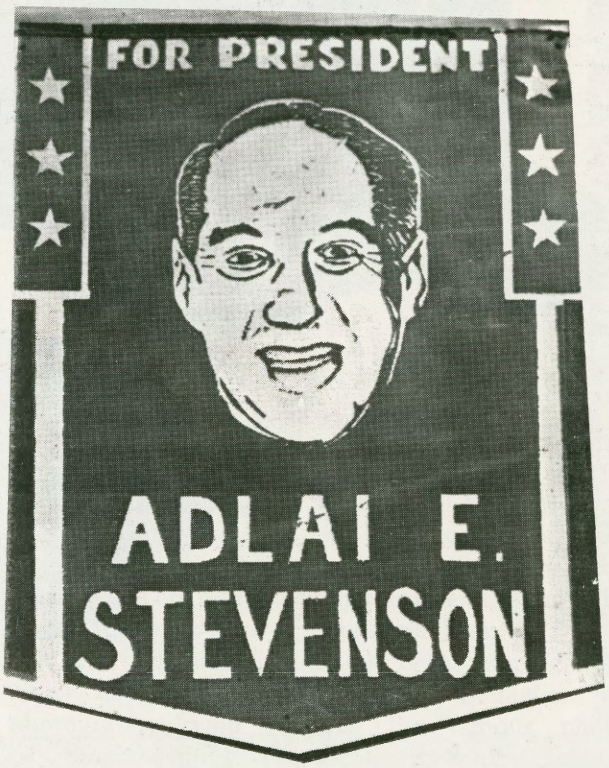
by Albert Feldstein

Imagine yourself at the Leland Hotel in Springfield, Illinois. The time is Election night, November 5, 1952. Close-by, the Democratic candidate for the Presidency of the United States is just coming to grips with his obvious defeat at the hands of General Eisenhower. The question is asked of him how he feels about this situation. Soon to appear on television, the state's Governor remembers the question and resorts to the words of another Illinoisan for a reply.

> "Someone asked me, as I came in, down on the street, how I felt, and I was reminded of a story that a fellow-townsman of ours used to tell - Abraham Lincoln. They asked him how he felt once after an unsuccessful election. He said he felt like a little boy who had stubbed his toe in the dark. He said that he was too old to cry, but it hurt too much to laugh."
>
> Adlai E. Stevenson
> Leland Hotel - Springfield, Illinois
> November 5, 1952

He was a two-time Presidential aspirant, Governor of Illinois, and Ambassador to the United Nations. But what kind of a man was Adlai Stevenson? According to many of his contemporaries, Stevenson may have lacked the macho temperament we expect in our Presidents. Harry Truman called Adlai Stevenson the "reluctant debutante" because of his indecisiveness in running for the Presidency in 1952. Stevenson, he believed, was a man who talked about the common people, but could never really talk *to* them or understand them. This outspoken belief, coupled with a statement describing Stevenson as a man "who spends too much time deciding whether or not he has to go to the bathroom," has significantly influenced the public's image of the private Stevenson. It is an image unfortunately with a good degree of validity. Only weeks before the 1952 Chicago convention, Stevenson told a California gathering, "I'm in your state only in case any of you are residents of Illinois who might be having trouble with your absentee ballots." Stevenson would always defend his hesitation by emphasizing his prior commitment to the people of Illinois as their Governor. This aura of indecisiveness, and hence weakness, would forever taint his public image.

To many people, Adlai's lack of strength was characterized by far more than a suggested



Maroon and white window banner.

indecisiveness. A forerunner to Jimmy (compassionate) Carter, Stevenson found it all too easy and natural to express his feelings in public. Losing again to Eisenhower in 1956, Adlai remarked to his followers:

> "To you who are disappointed tonight, let me confess that I am too ... Be of good cheer, and remember, my dear friends, what a wise man said, 'A merry heart doeth good like medicine, but a broken spirit dryeth the bones'."

He once said of his U.N. position, "I can't help but believe that you wear out on a job like this ... You lose some of the rosy glow you brought with you. Apart from my taste for more creative aspects, the time comes when you should bring in a fresh face and outlook." Adlai Stevenson was a sensitive man, long before sensitivity was politically fashionable. This impression of sensitivity served to reinforce his image of weakness. Worse than that, it left open for attack a vulnerable flank, whether publicly or privately, to his contemporaries and political adversaries. "The real trouble with Stevenson is that he's no better than a regular sissy," said Mr. Truman on more than one occasion. The ever-diplomatic Lyndon Johnson put it in the more colorful vernacular, "Why, he has to sit down to pee!" So much for Washington Behind Closed Doors.

Ike was of the opinion that Adlai took more words than were necessary, to tell more than he knew. Truman, his rhetorical wrath apparently at a low ebb on this issue, said merely that he felt Adlai spent more time worrying about *how* to say something, than on *what* he had to say. Stevenson

All Stevenson items pictured in this issue of *The Standard* are additions to the 1977-78 APIC Stevenson Project.

had his own rule for speechmaking.

> "If you would make a speech or write one
> Or get an artist to indite one
> Think not because 'tis understood
> By men of sense, 'Tis therefore good,
> Make it so clear and simply planned
> No blockhead can misunderstand."

The detrimental opinions so many of Adlai's peers had of him is strange. About the only reminisences I have of Adlai Stevenson are those vague memories when as a little boy, I watched the U.S. Ambassador debate the Cuban Missile Crisis on television. If my memory of that particular incident is accurate, no weakness or egg-head verbosity was exhibited on the part of Adlai Stevenson.

> In one of the most violent U.S.-Soviet exchanges he dared Russian Deputy Foreign Minister Valerian Zorin to deny that the Reds had set up long-range missile sites in Cuba. Pointing his finger at the English-speaking Zorin, Stevenson said:
> "Yes or no! Don't wait for the translation. Yes or no!" Zorin could only protest that he was not a prisoner in an American courtroom. He promised to give an answer "in due course". To which Stevenson sharply and immediately replied:
> "I am prepared to wait for my answer till hell freezes over." *The Stevenson Wit and Wisdom*

What kind of man was Adlai Stevenson? Even his political foes admitted to his honesty and integrity. He was a sensitive and compassionate man with no forced contrivance or falseness about him. He lost many times, but he was not a loser because, unlike many candidates, he maintained his honor. Shortly before his death, Stevenson remarked to Eric Sevareid of CBS: "Oh, what I would really like is just to sit in the shade with a glass of wine in my hands and watch the dancers."

He was a melancholy figure, a man who, as Stevenson himself, once stated, "missed his calling ... twice."

Classic Political Americana

by Richard S. West

STEVENSON'S FAMOUS SHOE

A shoe with a hole in it. Certainly this must be one of the unlikeliest of symbols for a party to adopt for political purposes, but nevertheless, in 1952, it became the unofficial emblem of the Stevenson for President campaign.

In early September, with weeks of grueling campaigning to go, an already weathered Stevenson arrived to deliver a speech in Flint, Michigan. As he sat on the platform, next to Governor G. Mennen Williams, making last minute corrections on his notes, photographer William Gallagher of the Flint *Journal* caught the candidate off-guard. Stevenson, with legs crossed, was revealing a good-sized hole in his shoe. The photo appeared all over the country the next day and caused a great deal of amusement. Democrats looked kindly upon their candidate, whom others charged with being aloof, and said that this was symbolic of his human qualities. Stevenson was amused. He wore less worn shoes for the rest of the campaign but was confronted more than once by tongue-in-cheek supporters who presented him with pairs of shoes as gifts.

Soon after the incident a small one inch long shoe tie tac was issued, in pewter and silver, by the Democratic committee. It became the unofficial Democratic symbol and was used, particularly, for fundraising. The Republicans also used the shoe, picturing it on buttons with the legend, "Don't Let This Happen To You — Vote Republican."

It was a lighter side to the 1952 campaign and really had little political impact. Gallagher, the photographer who snapped the famous photo, benefited the most. The picture won him the 1952 Pulitzer Prize.

ROCKY:

A NEW YORK

The Governor always wanted to become President. Nelson A. Rockefeller achieved many things during his life, but his biggest ambition eluded him. Three times he sought his party's nomination and three times he was defeated. The closest he would get to the White House was as the appointed 41st Vice President under Gerald Ford.

In spite of his national aspirations, Rockefeller became a New York institution, serving 15 years as Governor. A whole generation of New Yorkers grew up with Nelson Rockefeller as their state's leader. He dominated the Empire State in a manner likened to FDR's domination of the Nation. Beginning with his upset election over Democrat Averell Harriman in 1958, Rocky left a permanent mark on the economic, social, cultural, and political life of New York.

When Nelson Rockefeller left Albany in 1973, members of both parties found it strange to experience life in the capital without him. His ever-present grin and raspy-voiced "Hiya fella!" had become a part of New York.

His resignation in December 1973 was interpreted as a fourth attempt by the Governor for the Presidency; however, he did not run. His political career took a final surge when he was sworn in as Vice President in 1974. Rockefeller served two years under Gerald Ford and left public office in January 1977, focusing his energies on his art collection among other things. He opened a retail store on the East side of Manhattan, dis-

ROCKEFELLER: A PERSONAL REMEMBRANCE

by Trudy L. Mason

Political friends and acquaintances often wonder why a New York Democrat, who has served in City Government under three Democratic Mayors, would collect the campaign items of Republican Governor Nelson A. Rockefeller. Those politicians who are also collectors, more readily understand such an aberration, for they know that in the hobby, specialized collecting often transcends party lines, and is based on personal experience.

Over the years, I had the opportunity to meet and work with Governor Rockefeller on a number of occasions. I was always impressed with Rocky as a person, even if not with his politics and governmental policies,

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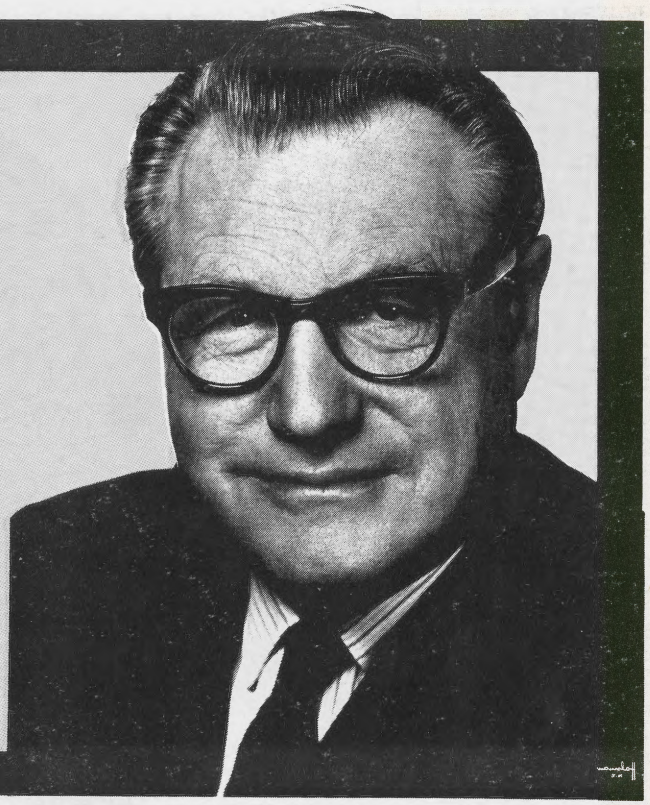
INSTITUTION

by Harvey E. Goldberg



playing reproductions of his own art objects, offering these high-quality reproductions for sale in an effort to share the items he so dearly loved with others.

A look at Rockefeller's background has to start with his family's wealth. As impressive as this was, it did not overshadow his political achievements. From 1935-1940 he served as Director of Creole Petroleum, a Standard Oil affiliate which kept him in Venezuela for most of this time. In 1940 he became coordinator of Inter-American affairs in the State Department under Franklin D. Roosevelt, and in 1944 was named Assistant Secretary of State for the American Republics. Harry Truman appointed Rockefeller Chairman of the International Development Advisory Board in 1950, and he served the Eisenhower Administration as Undersecretary of Health, Education, and Welfare from 1953 to 1955, becoming a special assistant to the President for foreign affairs at this time.

Frustrated by the lack of effective power in appointed office, he left the Federal Government in 1956 to seek something more to his liking. Two years later he won the Republican gubernatorial nomination in New York, mainly because the GOP was looking for a wealthy newcomer willing to make the expensive and apparently unsuccessful run against popular Governor Harriman. With almost unlimited funds, Rocky developed a campaign style that was to become almost an art, and won in an upset by more than half a million votes. Rockefeller was immediately considered a potential Republican Presidential possibility for 1960. He made some overtures toward the nomination, but backed away from a showdown with Vice President Nixon who eventually won the nod.

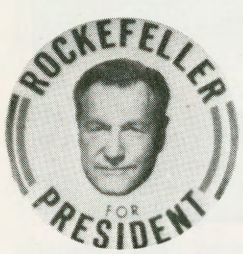
Rockefeller's years as Governor were busy ones, marked by increased expenditures. The voters got quite a bit for their money: 200 water-treated plants, construction of 30,000 housing units by the Urban Development Corp., and another 60,000 under the Housing Finance Administration, 23 new state mental health facilities, 109 voluntary and municipal hospitals or nursing homes constructed or expanded, and completion of the Long Island Expressway. There were major increases in aid to education, state incentive scholarships, and increased facilities. The Metropolitan Transportation Authority was created to coordinate all mass transit, and commuter services in the twelve county downstate area, including New York City.

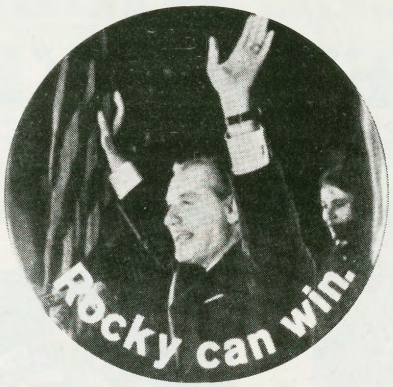
With the second term election approaching, an announcement was made that he and his wife of 31 years were divorcing. The next year he won re-election by more than half a million votes. In 1963, he married Mrs. Margaretta Murphy. The new Mrs. Rockefeller, nicknamed Happy, was almost 20 years younger than the Governor.Whether it was the divorce and remarriage or a conservative feeling in the country, Rockefeller was defeated in a second

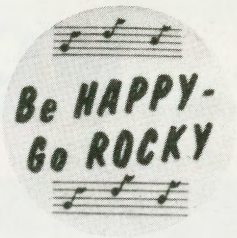
bid for the Presidency in 1964. He won the '64 GOP primaries in Oregon and West Virginia, but lost California to Barry Goldwater and withdrew from the race in favor of William Scranton. He did not campaign for Goldwater, and in New York felt the effects of the Johnson landslide: the Democrats controlled both houses for the first time in 25 years.

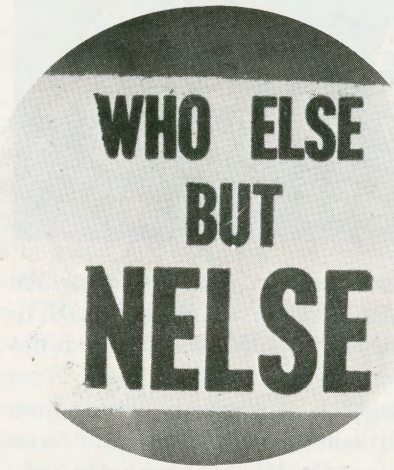
In spite of his failure nationally, Rocky won a third term as Governor in 1966 with 44 percent of the vote in a four-way race. As the 1968 Presidential campaign approached, the New Yorker first declared that he would support Michigan's Governor Romney. But even when Romney withdrew, Rockefeller hesitated until May of election year before entering the fight against Richard Nixon. Rockefeller campaigned vigorously, but Nixon won on the first ballot of the Miami Convention.

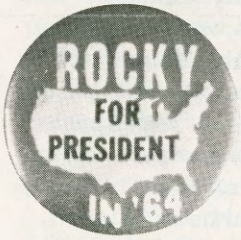
As Nelson Rockefeller's politics changed over the years, so did his personality. At the beginning he was abrupt and short-tempered behind closed doors,











in spite of a public image that emphasized his lively enthusiasm. He mellowed as time went on, and toward the end of his four terms as governor, his private and public personalities blended.

Until his death, Nelson Rockefeller had an enthusiasm for life, both public and private, and a great charm, which enhanced his efforts to be remembered as a dominant figure in his time. Americans will long remember this man for his manner, his wealth, and his position as a staunch liberal among Republicans. New Yorkers will long remember him for the lifetime he gave and the leadership he provided.

The editors would like to thank everyone who contributed to this issue of **The Standard.** *We appreciate their invaluable assistance.*

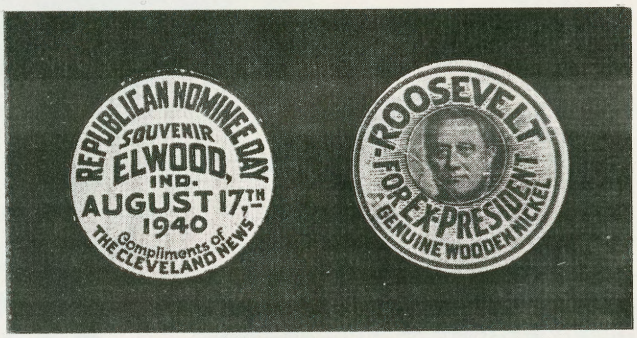
WENDELL WILLKIE WOODEN NICKELS

by Vernon L. Brown

We express our sincere thanks to Mr. Vernon L. Brown, a member of the International Organization of Wooden Money Collectors [IOWMC] for his contribution of the pictured items for photography, and for the information contained in the accompanying article which Mr. Brown originally published in the IOWMC newsletter "Bunyan's Chips".

Wooden nickels, in red and blue, were issued for Wendell Willkie during his campaign for the Presidency of the United States in 1940. Until recently, very little was known of these pieces except that they were made by Wellbee's Novelties, Cleveland, Ohio.

Apparently, the piece in blue is strictly a political item, as there is no denomination on it. However, this piece, with the bust of Willkie on the obverse,



indicates that it was issued as a souvenir of the REPUBLICAN NOMINEE DAY, ELWOOD, INDIANA, AUGUST 17, 1940, and that it was given out with the "compliments of *The Cleveland News.*"

A few months ago I received a letter from Nathaniel R. Howard, editor of *The Cleveland News* in 1940, who remembers the Willkie Campaign very well. He stated, "Our newspaper ran a special train in August 1940 to the Willkie nomination annunciation' (sic) at Elwood City, Indiana, his birthplace and these wooden discs were given out there on our train ... My recollection is they were furnished by the Republican National campaign committee to our paper's promotion department; and I vaguely recall that other newspapers had a similar hookup. There were not very many of them ... and I never saved one as I should have."

It was estimated that more than 200,000 people were in Elwood on that date to hear Willkie formally accept the Republican nomination. Mr. David L. Cooper, Director of the Elwood Public

[Continued on Page 23]

Q & A

by David J. Frent

Q. Why are campaign buttons from the turn-of-the-century era so much more attractive and well-designed than those we have nowadays?

A. National Committees did not supply items to local clubs in large quantities then. As a result, a majority of the campaign items came from the efforts of local party officials. Button manufacturers, seeking to sell their wares through samples,

[*Continued on Page 23*]

The Early Item

by Donald L. Ackerman

Lithophanes: *Hidden Images from the Past*

Few political collectors are familiar with lithophanes. None have appeared on mail auctions or been offered at collector bourses. If one did show up, most people would pass it by without a second look even though, when properly displayed, they are among the most visually striking of all campaign items.

A lithophane is usually a semi-translucent porcelain plaque with an incised image or design. In its natural state, the image is indiscernible; in other words, the plaque is pure white in color with no gray tones apparent. When illuminated from behind, an image appears, complete with a wide range of shading and details. This shading results from varying thicknesses of the plaque. Thick areas restrict the light and produce a dark tone. Thin areas transmit the light and produce a light tone. The resultant image resembles a lithograph or engraving, but with a slight 3-dimensionality.

In order to make a lithophane, a wax model of the subject is first carved. From this, a plaster of Paris mold is then made and it is into this plaster mold that the porcelain paste used to make the final product is poured.

The process was first developed in the late 1820's by the Konigliche Porzellan Manufaktur (KPM) of Berlin. Factories sprung up throughout Europe, with lithophanes reaching their peak of popularity in the period 1850-1870.

Lithophanes were utilized in many ways: as lampshades, fireplace shields, plaques to be hung in a sunny window, in the bottom of beer steins, and in dishes. Subjects depicted included: famous paintings, scenic views, genre scenes, and historical personages. Although none were produced in America, lithophanes depicting The White House, Henry Clay, Winfield Scott, Zachary Taylor, and Admiral George Dewey were produced, indicating that a stong export market existed here.

Lithophanes have not been reproduced. Ones of a political nature, such as Taylor or Scott, should realize $400-500.

[*Next Issue - Cup Plates*]

APIC's
A
S
T

by U.I. "Chick" Harris

THE GOOD OLD DAYS

We often hear of the "good old days" of political Americana. Before APIC began, collectors were isolated individuals. We had no organization or publications, no sale catalogues or mail auctions. Few collectors knew of the existence of many other collectors, and there was little communication.

[*Continued on Page 23*]

CLUB NEWS

SAN FRANCISCO - HERE WE COME!

The 1979 APIC National will be held at the Hilton Hotel in downtown San Francisco from August 9 to August 11. Enclosed with this issue of *The Standard* are registration forms for the convention and also for the hotel.

It is extremely important that you act quickly and mail the hotel registration as soon as possible. Even if you are only considering going to the convention, submit your registration form. The month of August is a big tourist period for the California region, and last year at this time rooms were almost impossible to find without reservations. Be sure to utilize the enclosed form if you plan to stay at the Hilton so that you can take advantage of the special room rate.

Also send us your convention registration as soon as possible. Early and pre-convention registration will enable the convention committee to better organize events for your benefit.

The advantages of the city of San Francisco do not have to be explained to those of you who have ever been here. And to those who have not, it is as beautiful and enjoyable as everyone says.

The facilities we have chosen for the APIC National Convention are among the finest on the West Coast. The Hilton Hotel offers us a large, well-lighted bourse area right off the main lobby. Part of the Plaza exhibition center is being walled off for an exhibit area. The exhibit will be open to the public as well as APIC members, and will be attended on a 24-hour basis by security personnel.

A number of special seminars will be conducted. A discussion for new collectors will offer information, suggestions, sources of materials, and general how-to information. Veterans might pick up a pointer or two as well. In addition, several of the top dealers and auctioneers will offer their ideas relating to auctions, sales lists, buying and selling trends, etc.

The display area will house an exhibit of California campaign items, a collection put together by the ALPIC for their "project '78", and various exhibits by specialty chapters from a number of other areas of collecting. Anyone seeking to provide an exhibit for the convention should contact Display Chairman Bob Bowen, 2226 North Point, San Francisco, California 94123, as soon as possible.

Individuals or chapters requesting meeting time for seminars or

discussions should contact Richard Scott of 117 Harbor Drive, Corte Madera, California 94925 so that meetings can be scheduled.

In addition to regular displays, there will be a contest in five different categories: (1) State and local items; (2) 19th Century material; (3) major party Presidential pieces; (4) Junior members (under 18) display; and (5) Miscellaneous items (Inaugural, cause, third party, hopefuls, etc.).

Edward Ruhstaller of Stockton, California, is chairman of the bourse. The schedule will be arranged to provide collectors with a maximum of "floor time" throughout the entire convention.

Make plans now to attend. In addition to having the opportunity of visiting the beautiful city of San Francisco, don't pass up this chance to meet those people you've been writing to for so many years. You will also have available as extensive an amount of material for the bourse as possible. Don't forget. Send in your convention registration early, and send in your hotel reservation forms to the Hilton Hotel as soon as possible: you don't want to sleep in your car for three days!

FROM SMOKE-FILLED ROOMS...

PRESIDENT CARTER annouced to the press recently that he hoped Americans realized he has 'no control' over brother Billy, whose activities continue to draw attention at every stop ... Avowed non-candidate TED KENNEDY continues his attacks on the Carter Administration, the latest being the Federal budget which Kennedy says favors the upper class and once again puts the burden on the workers of the nation. Question is how long will the Massachusetts Senator be satisfied with verbal combat? ... An announcement from the Chief Counsel of the HOUSE ASSASSINATIONS COMMITTEE states that the Warren Commission Report was wrong: Evidence shows there were TWO ASSASSINS in Dallas on November 22, 1963 ... California governor JERRY BROWN seems eager to attack the Carter Administration, joining with other critics to condemn the proposed 1979 budget. A prelude to entering the 1980 race? ... We have been exposed to the NEW DEAL, the NEW FRONTIER, and now the NEW FOUNDATION. This slogan was coined by President Carter during his State of the Union message, but most feel it lacks the ring of enthusiasm or support that the other two phrases achieved ... RONALD REAGAN, upon being asked if his advanced age (70) will interfere with a 1980 White House bid, did not commit himself, but quickly replied "that was the age at which Winston Churchill achieved his greatness".

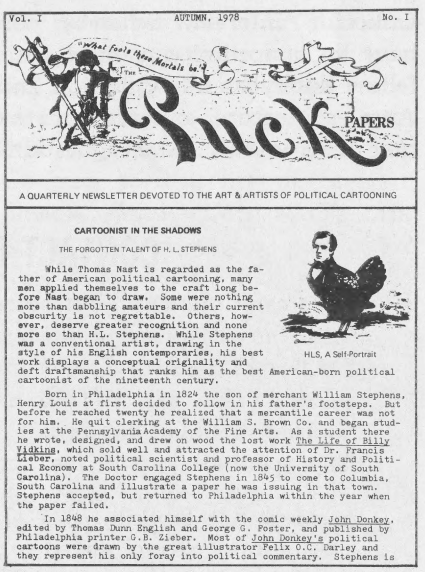
BACK ISSUES

For APIC members who would like to fill out their libraries, or for members who would like additional copies, back issues of *The Standard* are available. Seventeen issues are available. Fifteen issues in original magazine form ($1.50 each postpaid) and two issues in Xerox form ($2.00 each postpaid). Send your orders to: APIC Back Issues, P.O. Box 211, Forest Hills, New York 11375.

COLLECTOR'S CORNER

A new publication is available for students of political campaign history. Richard S. West's *The Puck Papers* deals with the art of political cartooning. This facet of political graphics is as fascinating as the politics which it illustrates.

The Puck Papers will provide a forum for study of this art; who the great artists are and why they are great. How and why trends start and end. What are the classic cartoons and why have they survived?


Vol. I AUTUMN, 1978 No. I

"What fools these Mortals be!"

The Puck PAPERS

A QUARTERLY NEWSLETTER DEVOTED TO THE ART & ARTISTS OF POLITICAL CARTOONING

CARTOONIST IN THE SHADOWS

THE FORGOTTEN TALENT OF H. L. STEPHENS

While Thomas Nast is regarded as the father of American political cartooning, many men applied themselves to the craft long before Nast began to draw. Some were nothing more than dabbling amateurs and their current obscurity is not regrettable. Others, however, deserve greater recognition and none more so than H.L. Stephens. While Stephens was a conventional artist, drawing in the style of his English contemporaries, his best work displays a conceptual originality and deft draftsmanship that ranks him as the best American-born political cartoonist of the nineteenth century.

HLS, A Self-Portrait

Born in Philadelphia in 1824 the son of merchant William Stephens, Henry Louis at first decided to follow in his father's footsteps. But before he reached twenty he realized that a mercantile career was not for him. He quit clerking at the William S. Brown Co. and began studies at the Pennsylvania Academy of the Fine Arts. As a student there he wrote, designed, and drew on wood the lost work The Life of Billy Yidkins, which sold well and attracted the attention of Dr. Francis Lieber, noted political scientist and professor of History and Political Economy at South Carolina College (now the University of South Carolina). The Doctor engaged Stephens in 1845 to come to Columbia, South Carolina and illustrate a paper he was issuing in that town. Stephens accepted, but returned to Philadelphia within the year when the paper failed.

In 1848 he associated himself with the comic weekly John Donkey, edited by Thomas Dunn English and George G. Foster, and published by Philadelphia printer G.B. Zieber. Most of John Donkey's political cartoons were drawn by the great illustrator Felix O.C. Darley and they represent his only foray into political commentary. Stephens is

The Puck Papers are available from Richard S. West, 149 Green Street, Lansdale, Pennsylvania 19446. Subscriptions are $5.00 per year for four issues and up to 100 words of free classified advertisement space.

TELL A FRIEND ABOUT APIC

STANDARD **SCHEDULE FOR 1979**

Initial reaction to the APIC *Standard* has been favorable. We are pleased that you have received us so well. But we must push for continued improvement. We seek your assistance in making this publication better and more successful.

The Standard will expand with additional features. The "Collectors Beware!" column will be re-introduced as soon as we get some concrete examples of fakes and reproduction items. We are also going to revive the "Profile of a Collector" interview whereby you have an opportunity to meet your fellow hobbyists. A "Question and Answer" feature appears for the first time in this issue. Questions about any phase of collecting will be answered for your information and enjoyment. Contact Dave Frent with your inquiries. (See below.) Let us know of any other articles, features, etc. that you would like to see in *The Standard.*

Our 1979 schedule is printed below. Look it over and see if there is anything you can contribute: a feature article, a short subject, a filler item, human interest stories, etc. In addition to writing articles, also let us know if you have any unlisted or unusual campaign items for the candidates or campaigns being featured in upcoming issues. A sharp black and white photograph of an item can be pictured easily to complement a feature.

DEADLINES

Summer 1979 - Al Smith
May 1, 1979
Autumn 1979 - Alf Landon
August 1, 1979
Winter 1979 - 1860 Campaign
November 1, 1979

The deadlines for submission of items for these issues are **firm.** In order to have everything ready for printing, assembly, and mailing by the prescribed dates, all materials **must be received no later than the listed deadlines.** Late items will not be accepted.

CONTACT THE FOLLOWING . . .

We can't blame all our correspondence problems on the United States Postal Service although it is tempting. In many cases the problem is one of direction rather than disappearance.

Listed below are the various names and addresses to whom letters and inquiries should be directed. It is advisable that you send correspondence to the proper individual to facilitate a rapid response.

President Bob Fratkin, 2322 20th Street, NW, Washington, D.C. 20009
(Any information related to the running of the APIC)

Sec.-Treas. Joe Hayes, 1054 Sharpsburg Dr., Huntsville, Ala. 35803
(Membership materials, dues, application requests, etc.)

Standard Editor Jim Kahler, P.O. Box 211, Forest Hills, N.Y. 11375
(Editorial items, photographs, back issue requests, etc.)

Standard Assoc. Ed. Harvey Goldberg, P.O. Box 922, Clark, N.J. 07066
(Articles, hobby or member-related news items, etc.)

Keynoter Ed. Trudy Mason, 205 E. 78th Street, New York, N.Y. 10021
(Chapter news, meeting announcements, etc. for *Keynoter*)

Ethics Chairman Chris Hearn, 3100 S. Manchester - #537, Falls Church, VA 22044 (All ethic related information)

Chapter Coordinator Dave Castaldi, 14492 Amberwick, Tustin, Ca. 92680
(Chapter organization, leadership changes)

APIC Historian Chick Harris, P.O. Box 20614, St. Louis, Missouri 63139
(All material to be related as part of the history of the APIC)

Regional V.P. Dave Frent, P.O. Box 581, Belmar, N.J. 07719
(Question and Answer inquiries)

MAIL DELAYS

Many people have experienced delays in receiving their copies of *The Standard.* The APIC qualified for bulk mailing permit from the U.S. Postal Service. Although this is not the fastest delivery possible, taking between 3 and 4 weeks or so, it most certainly saves your organization a great deal of money through lower postage costs. If we were to mail First Class or even Third Class, costs would triple for each issue. Please be patient. Check with other people in your area, and if they have received their copies, wait a reasonable amount of time first and then let us know. Your patience is greatly appreciated.

THE LOCAL REPORT

by Preston Malcom

There is a growing faction among local collectors whose efforts are directed toward trying to complete a set of the current U.S. Senators. As this group changes every two years, these individuals are constantly racing to keep up. For these collectors a completely different view of election results is important. Party affiliations make no difference. **Availability** is the name of the game.

1978 was not too bad a year for Senate collectors. But there were some exceptions, as always. If you have buttons for Warner (VA), Boren (OK), Humphrey (NH), Baucus (MT), Boschwitz (MN), Levin (MI), Tsongas (MA), Cohen (ME), Jepsen (IA), and Armstrong (CO), then join the crowd. So does every other Senate collector. Remember - we aren't looking for the hardest button from these campaigns, only a representative piece.

The next group gets a little harder. Pressler (SD) and Durenberger (MN) are becoming increasingly difficult to find. They were available earlier but have been fast disappearing. The obvious historical significance of Nancy Landon Kassebaum's victory caused her buttons to vanish from circulation. I have seen a Kassebaum/Alf Landon jugate on a sunflower background, an item that surely will become high-priced if it is indeed authentic. David Pryor (ARK) items are also difficult since he used the same pin this time as he did in his earlier campaign.

From here on the finding becomes extremely difficult. Bill Bradley (NJ) is a real puzzle. For all his popularity and the normal flood of pins from New Jersey campaigns, he used cloth stick-ons with only one or two known local-local items which are virtually unobtainable. But the number one "toughie" from the '78 Senate races is a toss-up between Exon (NEB) and Heflen (ALA). Both really stuck it to collectors. None of these Senator's pins have been seen for sale or trade.

Stewart (ALA) and Cochran (MISS) did not produce buttons. Stewart is part of an Alabama trigate with Heflin and Fob James, but aside from these, reports from respective headquarters confirmed the no-button claim. A Cochran litho was supposedly seen. If true, the "drive-the-collectors-crazy" race becomes a 3-way tie. If the litho does not exist, then add Cochran to the list of Stewart, Stennis (MS), Garn (UT), and Stone (FL) as having nothing to offer us for our collections.

EYE ON '80: THE FLOODGATES BEGIN TO OPEN

When Jimmy Carter began running for the Presidency almost two years before the 1976 election, he was called many things besides a "longshot". Now it appears that our one-time quadrennial Presidential Sweepstakes has become a biennial event. The "campaign", which used to last from February of election year (the New Hampshire Primary) through Election Day now extends to years rather than months. American politics may soon rival professional sports for the "longest season".

As early as August of 1978 we had the entry of Congressman **Philip Crane** of Illinois in what now appears to be the first of a long, long list of contestants for the privilege of facing whatever candidate the Democrats might nominate for the first term of the next decade.

There was a lull following Crane's announcement, but that

SPRING EASTERN REGIONAL SET

The J. Doyle Dewitt Chapter has announced details of its annual Spring Regional, to be held at the Meriden, Connecticut Holiday Inn May 11-12. Departing from the traditional Saturday/Sunday convention, the bourse will open at 5 P.M. Friday, May 11. 24-hour protection will be provided by the Meriden Police.

Bourse admission is $3.00 per person, with children free. Instead of the customary dinner banquet, we are having a breakfast buffet. Bourse tables are $12.00 with one FREE breakfast ticket included. Tables are available to APIC members only. Extra breakfast tickets are $4.25 each.

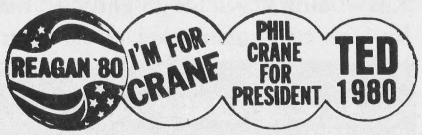
Contact Chairman William Prescott for details at: 8 Marbil Rd., Danbury, Connecticut 06810.

ended around the Holiday Season with the declaration of the eternal **Harold E. Stassen** of Minnesota. The former governor and seven-time GOP hopeful must surely hold the record for consecutive attempts: 1944 through and including 1968.

Suddenly, with this year less than a month old, and the election more than 22 months away, names began dropping with an intensity that would make us believe New Hampshire was only weeks down the road.

Senator **Robert Dole,** although unofficial, has been running for President since he lost the Vice Presidency in Gerald Ford's 1976 loss. The parade of hopefuls and favorite sons who toured the nation in 1978 under the guise of helping elect colleagues was a virtual "who's who of the GOP" - and the Democratic Party as well. New York Congressman **Jack Kemp** has shown up everywhere, just to show his face. **Ronald Reagan** has been anything but silent and has done everything a candidate will do but make it official. Former CIA director **George Bush** is in the race officially. The one-time GOP National Chairman has scheduled speaking tours beginning in late February 1979.

Senate Republican Leader **Howard Baker,** the "frontrunner" since the day after Ford's defeat, filed with the Federal Election Commission on January 30, but insisted it was merely a legal technicality and did not signal a final decision to run.



Former Democrat-and-Governor-of-Texas-turned-Republican **John Connally** has also announced his intentions to win the GOP nod for 1980. From **Gerald Ford** we have heard nothing - YET. Mrs. Ford has openly expressed disapproval.

On the Democratic side there have been many murmurs, continued polls showing the decline of Jimmy Carter's popularity, but only a single concrete opponent to date: Senator **Adlai E. Stevenson III** of Illinois. And even at that, the son of the late '52-'56 Democratic nominee offered some surprising options: he might not run for re-election; he might join a 3rd party movement; he might challenge President Carter in 1980. We'll have to wait and see which road he takes. It shouldn't be a long wait.

If **Jerry Brown** of California continues his attacks on the President, you can't count him out of the race, and should that happen how far behind will **Ted Kennedy** remain?

Certainly this early and crowded campaign field is a boon to us as collectors. However, in the long run (no pun intended) we would probably be better off with a one-term, six-year Presidency. If the hopefuls are working for two years toward attaining the White House, you can be sure that the current occupant is not lending his full attention to the job he was elected to do in the first place. But then again, if this one-term practice was instituted, who could be sure that the primary trail would not extend to five years?

A Personal Remembrance [*Continued from Page 12*]

especially in the later years. My first encounter with Governor Rockefeller in 1967 — when I was still a relative neophyte in both politics/government and button collecting — turned me into a Rocky fan forever. The incident so typified the man and his sterling qualities as one of the foremost politicians of our time.

I was attending the "Inner Circle", an annual dinner and lampoon show put on by the New York City Hall reporters. At the time, I was an Assistant to Frank D. O'Connor, President of the New York City Council, and also the losing Democratic candidate for Governor in the 1966 election, just past, against Rockefeller. The *Daily News* City Hall Bureau Chief, who took me to meet Governor Rockefeller, did not mention this when he introduced me to him. Still, I was a little surprised when Rocky said to me, "I would like to thank you for all you did for me in the last campaign." And so I told him that I was on Frank O'Connor's staff and, as Co-Director of Young Voters for O'Connor, had campaigned quite strenuously against him. Rocky's reply was to flash his broadest grin, take my hand, and say, "I know who you worked for — and I really do want to thank you and everyone in the O'Connor organization for all you did for me during the campaign!" Then he kissed me on the cheek.

Nelson A. Rockefeller gave New York its great State University system, new housing and industry — and the Albany Mall. He displayed raw political courage at the 1964 Republican Convention — and none at Attica. Yet, along with these and so many other inconsistencies he possessed that indefinable quality, "charisma", which made him truly the epitome of New York. Just as I will always be a Big Apple booster, so will I continue to be an admirer – and collector — of New York's own Nelson A. Rockefeller.

—— Don't Miss The National in August ——

APIC's Past [*Continued from Page 17*]

The "Dealer" of political items emerged in up-state New York in the late '40s. Leonard Babin of Rochester opened a small store with hundreds of ferrotypes, tokens, and a few celluloids. Jugates of 1876 and Gold Bugs were found in quantity. Babin's booklet on presidential candidates could be considered an early reference in our hobby.

A. Atlas Leve, a Syracuse shop owner, may well have begun the mainstay of our hobby: the mail order catalogue. His lists of "Scarce Collector Items" found their way into the field with such bargains as a Benjamin Harrison umbrella ($5.00), President Hayes paperweight ($3.50), Cleveland and Harrison pipes ($3.50 ea.), milk-glass Taft & Bryan banks ($10.50 pr.), and Taft-Sherman jugate tip trays at a mere $3.00.

Each of us has his or her "good old days". The time period is relative rather than chronological in most cases. Any information would be greatly appreciated to help record and preserve the history of our thriving hobby and organization.

From the President [*Continued from Page 2*]

What can we do? We must redouble our efforts to publicize collector made items. We shall continue to press for removal from APIC of any persons involved in the improper manufacture or distribution of these items. Beyond that, it is still an individual decision as to whether these items are collectible or not.

With the cooperation of all our members, the Ethics Committee should be more effective in tracking down the pertinent information to make sound judgements quickly. Facts on almost every collector produced item have become known sooner or later. What we need in 1980 is receipt of this information by the Ethics Committee sooner, so that accurate information will be available to our members as soon as possible. Hopefully, most of you will decide not to collect these items, but failing that, at least the information should help hold the price of these items to a level more consistent with other, properly authorized and distributed items. The Ethics Committee, after all, can only be as good as your cooperation.

Join with your organization in alleviating the pernicious effects of those whose only policy is **Caveat Emptor.**

Bob Fratkin

Q & A [*Continued from Page 16*]

supplied much of the creativity and imagination in an effort to out-do their competition.

Today, with supposed limits on campaign spending, emergence of public relations as an exact science, and a supreme effort to reach as many people as quickly and cheaply as possible, the center of any campaign has become the media. TV, direct mailings, radio, news headlines, etc. provide the balance of the candidate's efforts. Buttons contain a slogan or name in an uncluttered and often bold design. They are selected for simplicity, impact, and low cost. Most truly "official" campaign buttons are ordered by the national organizations in large quantities and limited design.

Unfortunately, most of the more attractive designs that appeal to us as collectors are produced by manufacturers who fully realize that there is a collector market for these items - the "collector pins".

Picture Yourself [*Continued from Page 7*]

jugates. During the 1952 campaign these buttons were offered as gimmicks to solicit your vote and earn some money at the same time.

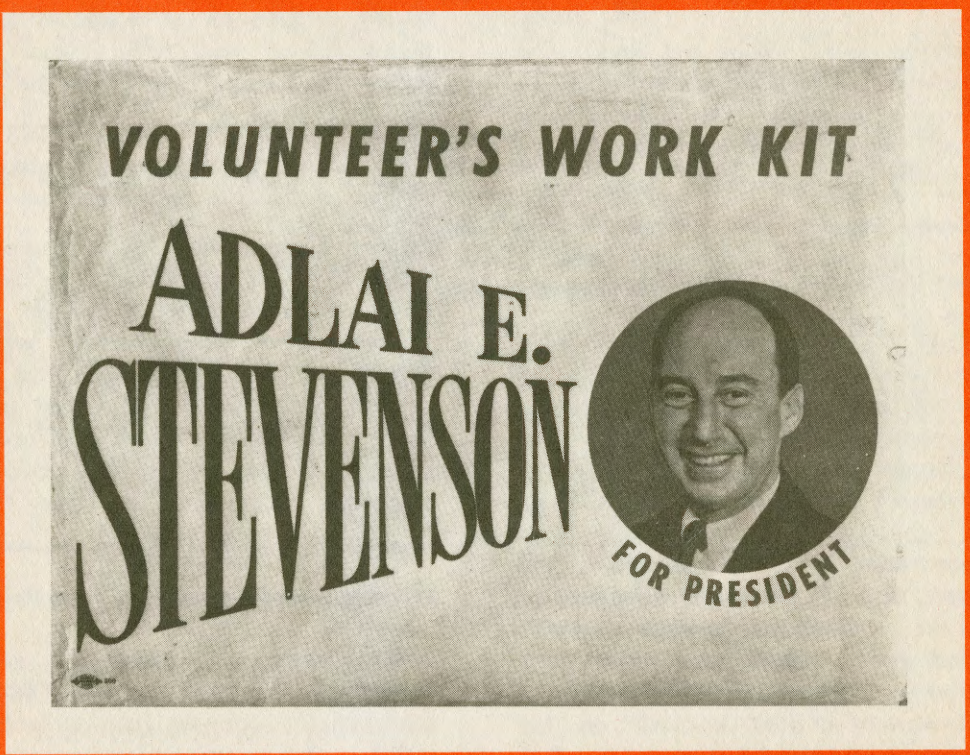
On-the-street photographers would take your picture and put it on the button of the candidate of your choice. They were offered to the public by sending your money in by mail order as well. The voter was made to feel important: he was on a campaign button with the next President!

Wooden Nickels [*Continued from Page 16*]

Library, sent me copies of newspaper articles concerning this event and people came to it from all parts of the country by automobile and special trains.

I later learned that these two pieces were more local than national. They were not put out by the Republican National Committee, because Mr. Howard later told me that the special train to Elwood was sponsored by Congressman George Bender, county Republican chairman.

These pieces are not in the extensive Elwood Library collection of Willkie Material, and I also found out that they are not in the collection of Willkie items in the Indiana University Library, nor are these to be found in other political items collections. They are apparently very scarce, with not more than two or three each of the wooden nickels or campaign pieces in red and in blue known to exist.



Volunteer Envelope